

# Strategic Highway Safety Plan for Vermont

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## 5.2 Implementation of Critical Strategies and Relationship to Other Plans

In the months following the acceptance of the SHSP, the Core Group and the seven task teams will meet with other safety partners to promote the SHSP, present sample action plans and discuss the implementation of the strategies by these other parties.

### 5.2.1 Outreach, Marketing and Public Relations

One of the key elements to the success of implementing any of the critical strategies is public knowledge and acceptance of government and private efforts to mitigate an unsafe highway traffic issue.

To accomplish this, a two-phase, concurrent approach for a comprehensive outreach, communications, and marketing/public relations plan will be followed. Phase I will be directed towards the continued involvement, expansion and commitment of safety partners and stakeholder groups in the ongoing development and implementation of the SHSP while Phase II will be the public outreach component to assist in disseminating the results of our work and implementing strategies for addressing the critical emphasis areas that the Vermont data have identified as key areas/populations needing attention in our efforts to reduce highway fatalities and serious injury crashes.

Specifically, the outreach, communications, and marketing/public relations plan will:

- Broaden and strengthen our stakeholder base and their continued understanding and commitment to the SHSP
- Create a public face for the SHSP (“branding”) with stakeholders, the media & general public
- Expand and enhance dissemination of information about the SHSP and the seven critical emphasis areas;
- Support the implementation of strategies developed to address the seven critical emphasis areas

### 5.2.2 Involving Vermont’s Business Community

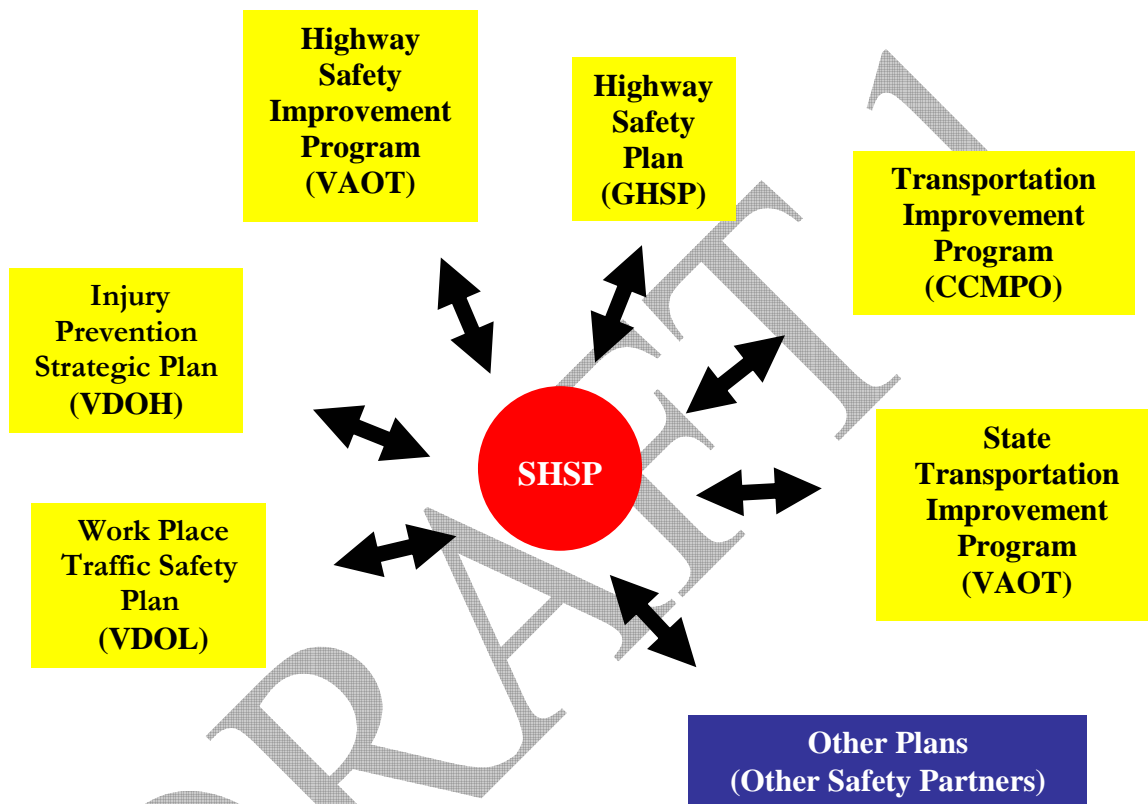
As the implementation of the SHSP moves forward, it will be advantageous to involve Vermont’s business community in the evolution of the SHSP since highway traffic safety directly involves a workplace for many of Vermont’s businesses. This process will give businesses an “ownership” position in the implementation of any highway safety strategy impacting their employees’ workplace. This may prove essential in achieving public policy support for the strategies outlined in this plan.

### 5.2.3 Other Safety and Transportation Plans

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As created by the safety partners, the SHSP developed for Vermont is intended to be at the center of all the safety planning activities in Vermont<sup>1</sup>. It is the vision that the critical strategies identified in the SHSP will be implemented through other plans belonging to safety partners as illustrated in Figure 3.

**Figure 3. Relationship between SHSP and Other Plans**



As suggested in Figure 3, each safety partner entity is to review the work plans in which they have been identified as a key player and include, in its respective plan or work program, activities or projects that will lead to the implementation of the strategy (ies).

To facilitate the implementation of the critical strategies, a series of “sample” action plans will be developed for several of the critical strategies. These sample action plans, to be made available on the SHSP website, will provide, what are believed to be, some

<sup>1</sup> It is to be understood that the SHSP concentrates on the areas where a reduction in fatal crashes is more likely to be substantial and provides the tools necessary beyond existing efforts to contribute significantly to the goal of lowering fatal and incapacitating injury crashes.

In the broader context of highway safety, the SHSP is to be operated, to the extent possible, in conjunction with other safety programs, some of which may or may not be directly related to major crashes (examples of efforts not listed in the SHSP but none the less important to the VT population include work zone safety and safe routes to school just to name these two).

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of the major steps that an organization would take to accomplish the critical strategy. Appendix A provides two examples of sample actions plans, one for an engineering strategy and one for a behavioral strategy.

## **5.2.4 Schedule of Projects**

A schedule of projects is to be developed by the Core Group as part of the implementation process through specific meetings with the entities identified in the work plans and that will be responsible for the actual implementation of the critical strategies. The schedule is to be updated yearly following SHSP plan updates and annual implantation progress meeting/reporting by the safety partners.

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## 6. Evaluation of the SHSP

The evaluation of the SHSP and its success in achieving the overall target goal is greatly dependant on the implementation of the strategies by the safety partners. Achieving the overall SHSP target goal is also highly dependant on the identification of new problem trends that may occur between now and the overall target date.

All evaluations and analyses using crash data will be performed by the consultant retained for this purpose. Evaluations of strategies using special surveys and other methods will be performed by the safety partners responsible for the implementation of the strategies.

### 6.1 Evaluation of Strategies

Implementation of the strategies is expected to be spread over multiple years based on available resources. Consequently, the full evaluation of the SHSP will not take place until data for the target date (2009) is available. Interim evaluations will however be performed as specific strategies will be evaluated by those implementing them using the measures and methods explained in the work plans. In addition, assuming that strategies are implemented starting in 2007, 2008 would represent the first full year of crash data from which progress evaluations could be performed.

### 6.2 Identification of New Trends

Efforts have been underway to improve the crash reporting system database maintained by the Agency of Transportation with the intent to directly capture crash reports from the law enforcement agencies. The upgraded system is expected to be completed in 2007 and will make crash data more readily available. Until the time that this new system is in function, preliminary evaluations of the 22 AASHTO's emphasis areas will consist in the yearly review of the fatal crash data once it has been all compiled for a given year starting with 2006 data. Further analysis will be performed once all major crashes for the same year are available.

It was noted as part of the data analysis performed in the development of the SHSP that a large number of data elements had been reported as being "unknown". Some of the elements with this problem included "age", "type of traffic control", "contributing factors" and "restraint usage". Future collection of data should be improved in order to successfully identify and analysis crashes. The Traffic Record Coordinating Committee should explore this issue further.

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## 7. SHSP Updates

Given that the implementation of the strategies listed in the SHSP will take place over time and that a number of years of crash data is required to properly evaluate a strategy, specific revisions to the critical strategies being part of the initial implementation set will only be done at the end of 2009, unless interim measures indicate a need to modify the strategies before then.

Based on data analysis and resource availability, new critical strategies could be added yearly.

At least one SHSP workshop will be held yearly for safety partners to discuss implementation progress and major crash trends. This workshop will be held in the spring of each year to permit safety partners to program revised or new strategies.

Figure 4 illustrates key elements of the implementation and SHSP update process.

**Figure 4. Implementation and SHSP Update Process**

